

Fig. 1

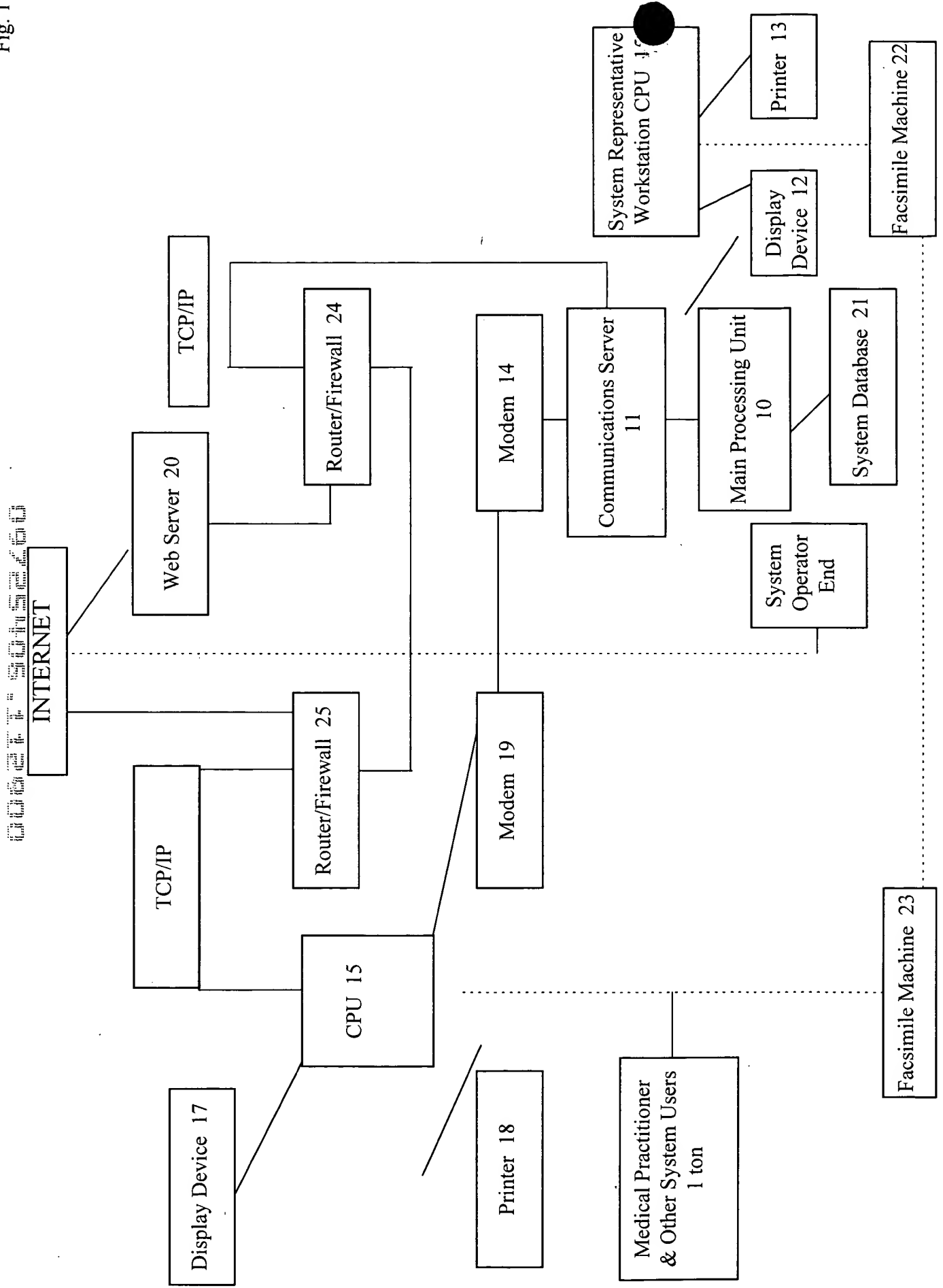
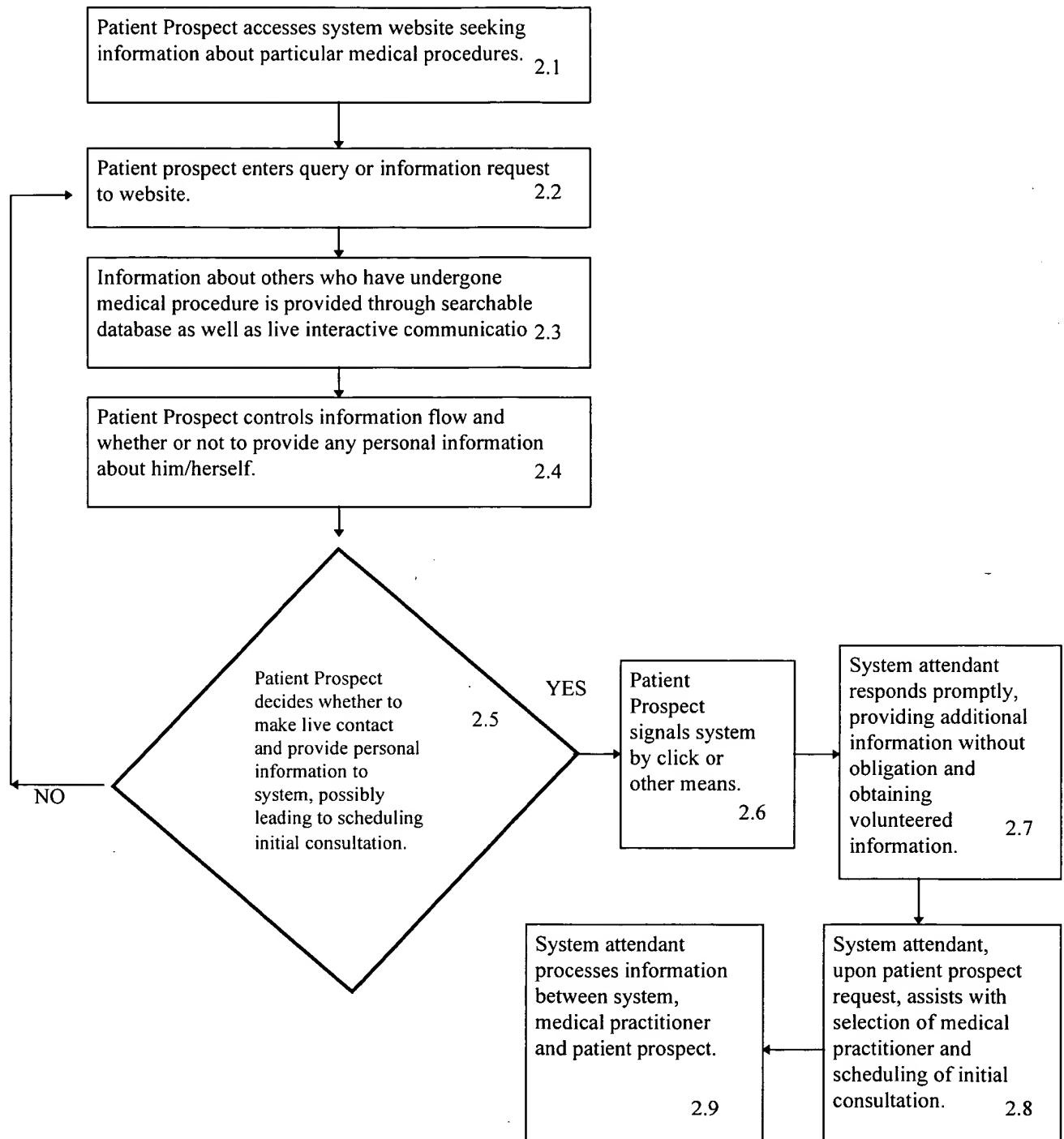


Fig. 2

Initial Information Delivery and Permission Marketing Process Flow



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graph TD
    Start([FIRST CALL PATIENT PROSPECT 1]) --> CTI[COMPUTER TELEPHONIC INTEGRATED (CTI) SYSTEM CAPTURES ALL ASPECTS OF CALL 26]
    Start --> ID{CALLER IDENTIFIED AS PROSPECT FOR DESIGNATED PROCEDURE 28?}
    ID -- NO --> CTI
    ID -- YES --> Store[SYSTEM STORES, PACKAGES & TRANSMITS FORMATTED CALL INFORMATION WITH TRANSFERRED CALL 27]
    Store --> Operator{SYSTEM OPERATOR CALL CENTER ?}
    Operator -- NO --> ID
    Operator -- YES --> Forward[STORE & FORWARD ALL CALL DATA 30]
    Forward --> CTI
    Forward --> HQ[HQ RNs, PSRs CREDIT/SCHEDULING/DISTRIBUTION COMMUNICATIONS SYSTEM 4.2]
    HQ --> Screen[RECEIVES SCREEN POP WITH PATIENT INFORMATION AND 'CALL TO' PRACTITIONER'S NAME 3.1]
    Screen --> Demographics[COLLECTS PATIENT DEMOGRAPHICS WITH SS# & PHONE #S (i.e. HOME, OFFICE, CELL, ETC.) 3.2]
    Demographics --> Financing[MANAGES FINANCING PROCESS]
    Financing --> PreSurg[10-3 WEEKS PRE-SURGERY 10.1  
WEEKLY CALLS TO ANSWER QUESTIONS  
POSSIBLE UPDATES FROM PRACTITIONER  
ON-GOING MAILINGS TO PATIENT]
    PreSurg --> PostSurg1[1 THROUGH 12 WEEKS POST-SURGERY 17.1  
RN CALLS IN WEEK 1-4,  
PSR IN WEEK 4-12  
ON-GOING MAILINGS TO PATIENT]
    PostSurg1 --> PostSurg2[DAY 4-7 POST-SURGERY 16.1  
RN CALLS PATIENT 2X DAY ANSWERS  
QUESTIONS REINFORCES 24/7 PATIENT SUPPORT,  
CONFIRMS PATIENT CHECK-UP IF REQUIRED,  
HAS FLOWERS OR CANDY SENT, UPDATES MD  
ORDERS AS REQUIRED. DIST. ARRANGES DELIVERY  
OF FLOWERS OR CANDY. RN ON PAGER 24X7]
    PostSurg2 --> PostSurg3[DAY 1 POST-SURGERY 14.1  
RN CONFIRMS FEDEX RECEIPT, CALLS  
PATIENT 2X DAY, ANSWERS QUESTIONS,  
REINFORCES 24X7 PATIENT SUPPORT,  
ARRANGES DAY 1 POST-SURGERY  
CHECK-UP AS REQUIRED, RN ON PAGER 24X7]
    PostSurg3 --> Contact[TELEPHONE CONTACT SET/CONFIRM APPOINTMENT FOR PROCEDURE.  
REPORT ACTIVITY TO PRACTITIONER'S  
OFFICE MANAGE EXCEPTIONS 4.1]
    Contact --> Kit[SKIP KIT CONTAINING: VIDEO, PAGER, SELECT COSMECEUTICALS, MD PICTURE, WELCOME CARD, TELEPHONE #S PRESCRIPTIONS AS NEEDED 6.6]
    Kit --> Edu[EDUCATION CALLS: VERIFIES FEDEX RECEIPT DISCUSSES APPOINTMENT, PROCEDURES, KIT CONTENTS & USAGE 7.1]
    Edu --> PreSurg
  
```

3A	3B
----	----

Diagram illustrating a medical record system. The system consists of two main components: a stack of forms (101) and a separate stack (105). The stack of forms (101) includes:

- PATIENT PROFILE FORMS (102)
- PATIENT SUMMARY
- NURSING NOTES
- LEGAL DOCUMENTS (103)

The separate stack (105) includes:

- REPORTS FOR:
- HQ MANAGEMENT
- PRACTITIONER'S OFFICE

Arrows indicate the flow of information between the two stacks.

The flowchart, labeled FIG. 3B, illustrates the process flow for the System Operator Database (21). It begins with a dashed line representing an external input that leads to the 'PRACTITIONER'S OFFICE' (represented by an oval). From the 'PRACTITIONER'S OFFICE', the process can follow a 'NORMAL PRACTITIONER'S OFFICE PROCEDURE' (rectangle) or 'OUTBOUND CALLS' (rectangle). The 'OUTBOUND CALLS' path leads to a series of steps within the 'SYSTEM OPERATOR DATABASE 21' (indicated by a large vertical cylinder on the right):

- CONTINUES INTAKE CALL & HANDLES FINANCING PROCESS 3.5** (rectangle)
- SCHEDULES CONSULTATION, NOTIFIES PRACTITIONERS OFFICE & RELEASES KIT FOR SHIPMENT 3.6** (rectangle)
- TELEPHONE FOLLOW UP ON RECEIPT OF KIT, ANSWER QUESTIONS & REASSURANCE REPORT ACTIVITY TO PRACTITIONER'S OFFICE** (rectangle)
- 2 WEEKS PRE-SURGERY** (rectangle): RN CONFIRMS SURGERY DATE WITH PRACTITIONER. RN INTRODUCTORY CALL TO PATIENT, ANSWERS QUESTIONS, OBTAINS CONSENT/LEGAL FORMS, REMINDER NOT TO TAKE ASPIRIN OUT-GOING MAILINGS TO PATIENT 11.1
- DAY BEFORE SURGERY 12.1** (rectangle): RN CONFIRMS SURGERY DATE WITH PRACTITIONER CALL TO CONFIRM, REASSURE, OFFER ASSISTANCE ON-GOING MAILINGS TO PATIENT MANAGE EXCEPTIONS
- DAY OF SURGERY** (rectangle): PSR CALLS TO CONFIRM SURGERY, REQUEST SURGERY NOTES. PRACTITIONER'S ORDERS & PRESCRIPTIONS, VERIFIES EVERYTHING RECEIVED, FORWARDS SURGERY NOTES & PRACTITIONERS ORDERS TO NURSES. PRINTS OUT ORDER FORM, KIT WITH PRESCRIPTIONS PREPARED & SHIPPED 13.1

From the 'DAY OF SURGERY' step, the process continues to:

- CONTINUE COMMUNICATION WITH PROSPECTS WHO ARE UNDECIDED, ETC. 5.2** (rectangle)
- PSR CALLS PROSPECT TO MANAGE CONCERNS & CATEGORIZES PROSPECT AS UNDECIDED, NO-SHOW, OR CHOSE ANOTHER PRACTITIONER 8.1** (rectangle)
- DIST. SHIPS 1 OF 4 INFORMATION PACKAGES TO PROSPECT 8.3** (rectangle)

At the bottom of the database, there are two main components:

- CONTROL REPORTS 104** (rectangle): ANALYTICAL, STATISTICAL FINANCIAL, EXCEPTIONS, COMMUNICATIONS DATA & PROCESS QUALITY
- ALL WEB INPUT DATA** (oval)

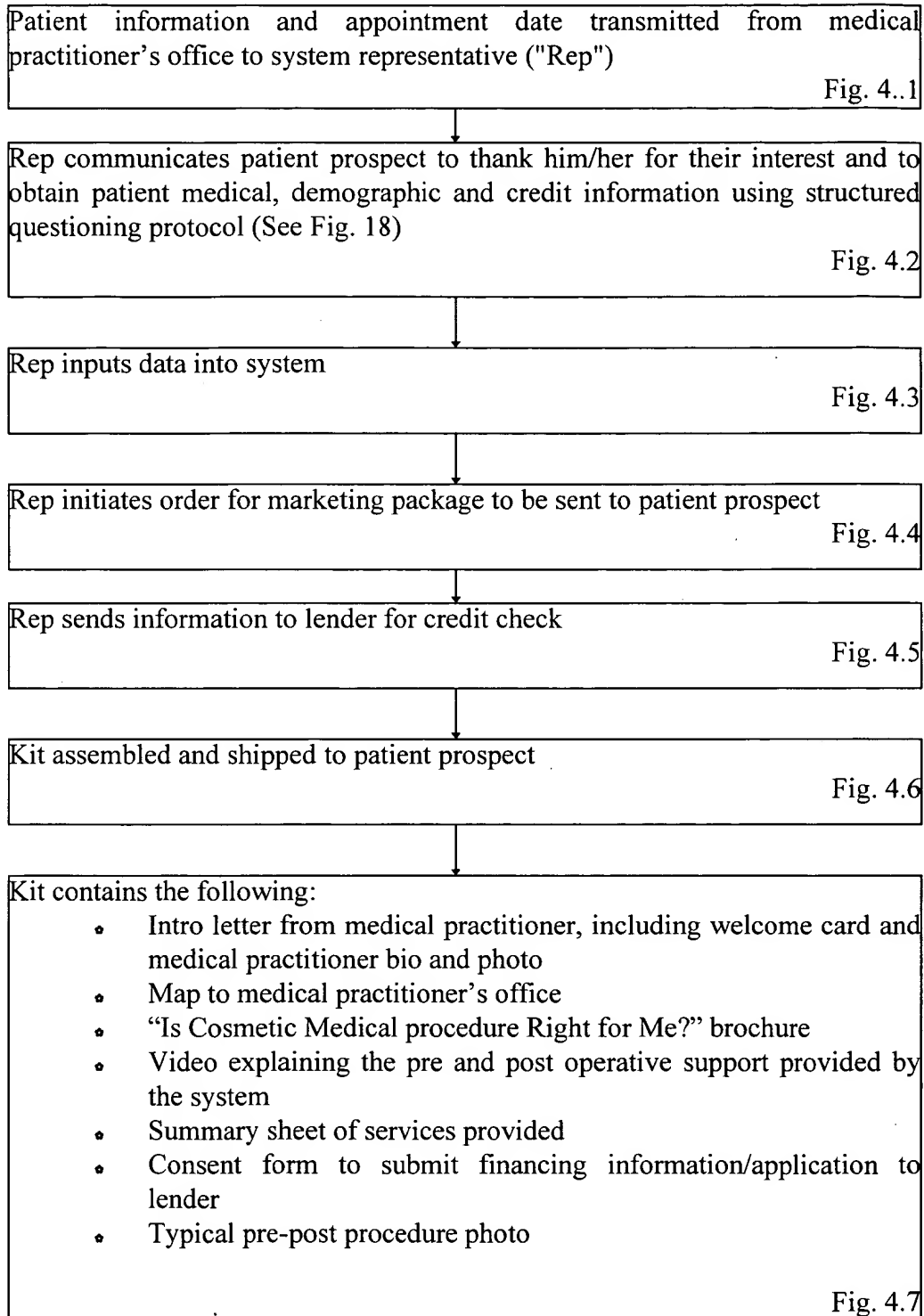
Arrows indicate the flow of data and processes between these components and the central database cylinder.

FIG. 3B

SYSTEM
OPERATOR
DATABASE
21

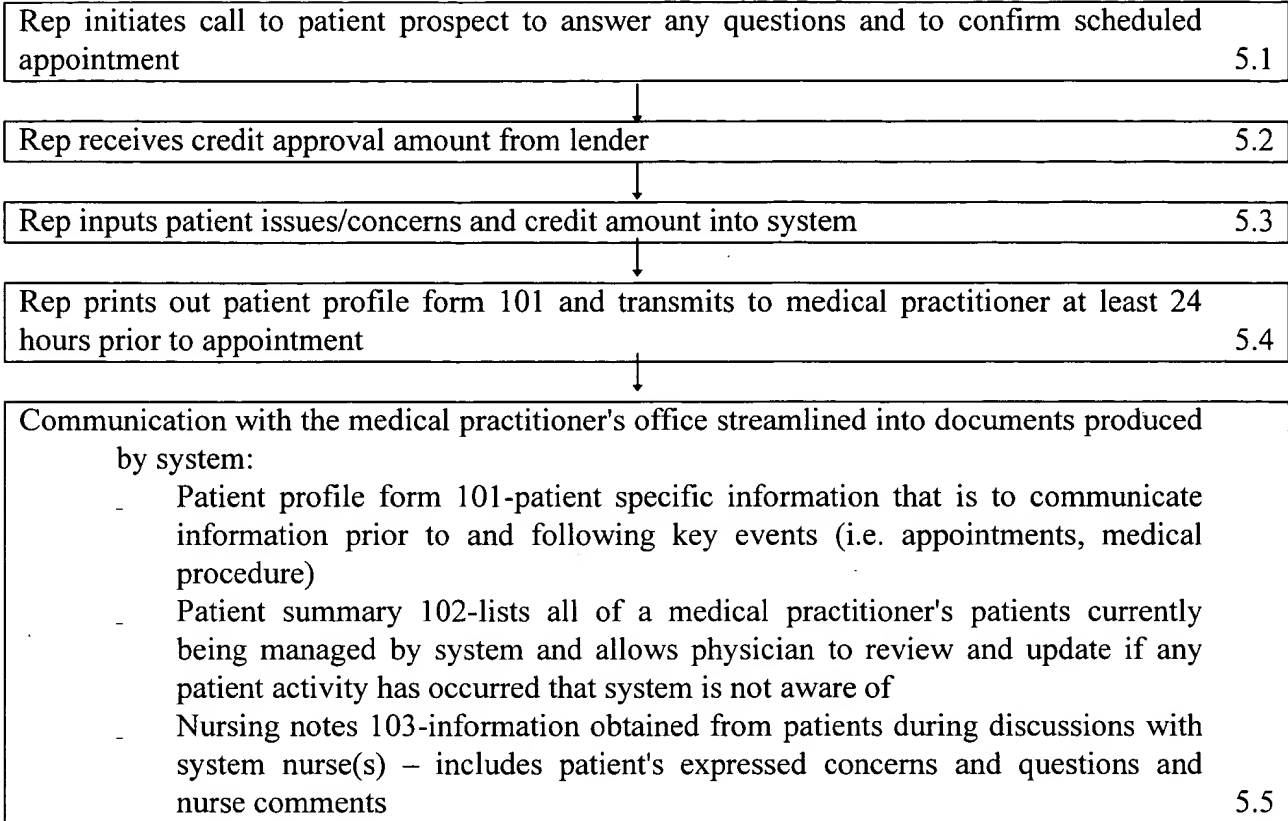
Fig. 4

INITIAL CALL BY PATIENT PROSPECT TO MEDICAL PRACTITIONER



[illegible]

PRE-APPOINTMENT STAGE



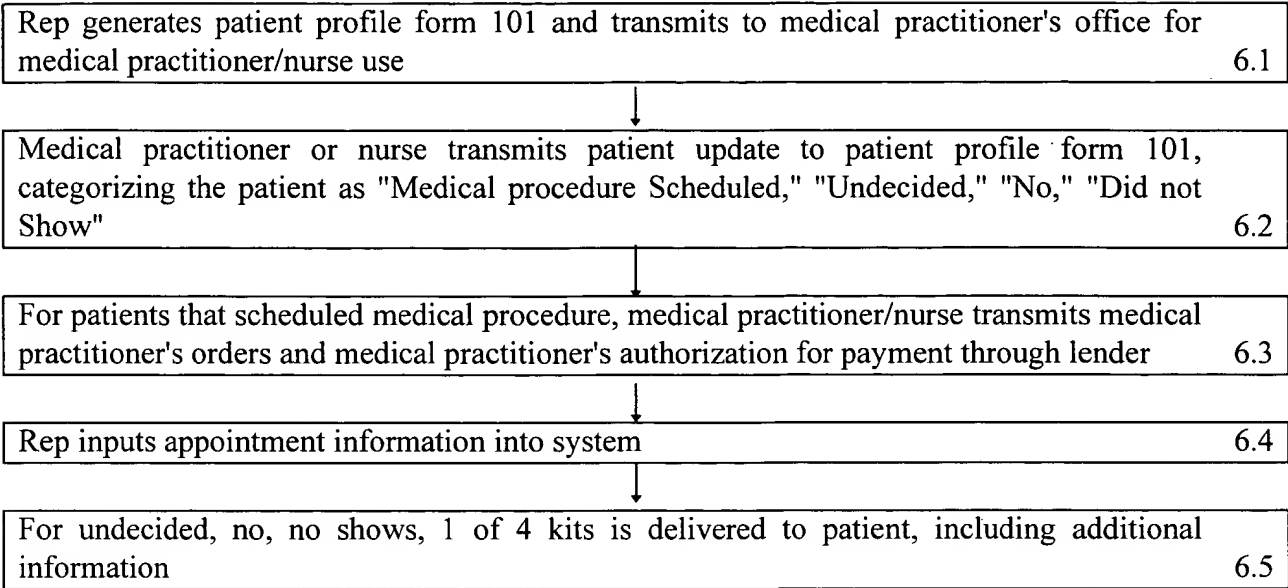
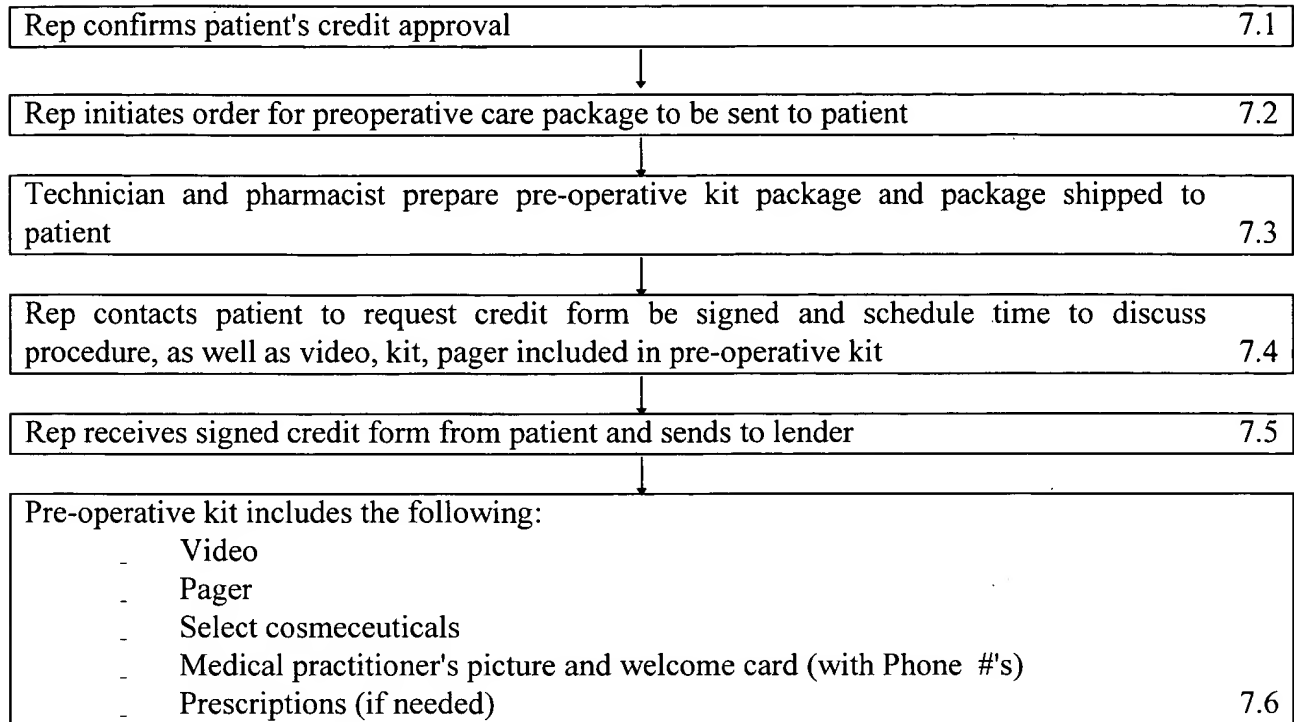
[illegible]DAY OF APPOINTMENT

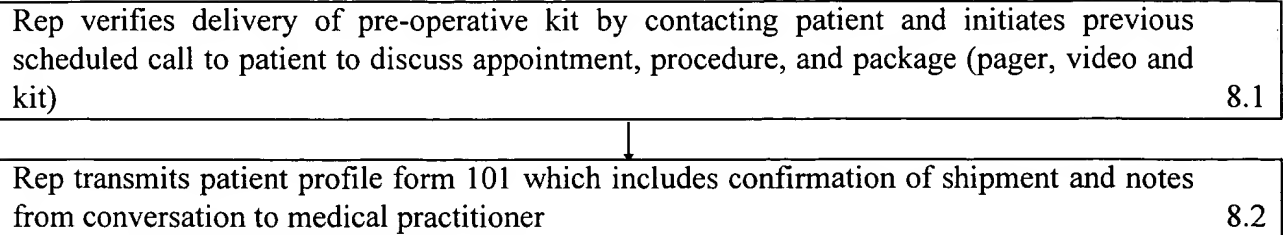
Fig. 7

POST-APPOINTMENT STAGE FOR PATIENTS WHO SCHEDULE PROCEDURE



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EDUCATION FOR PATIENTS WHO SCHEDULE PROCEDURE



[illegible]

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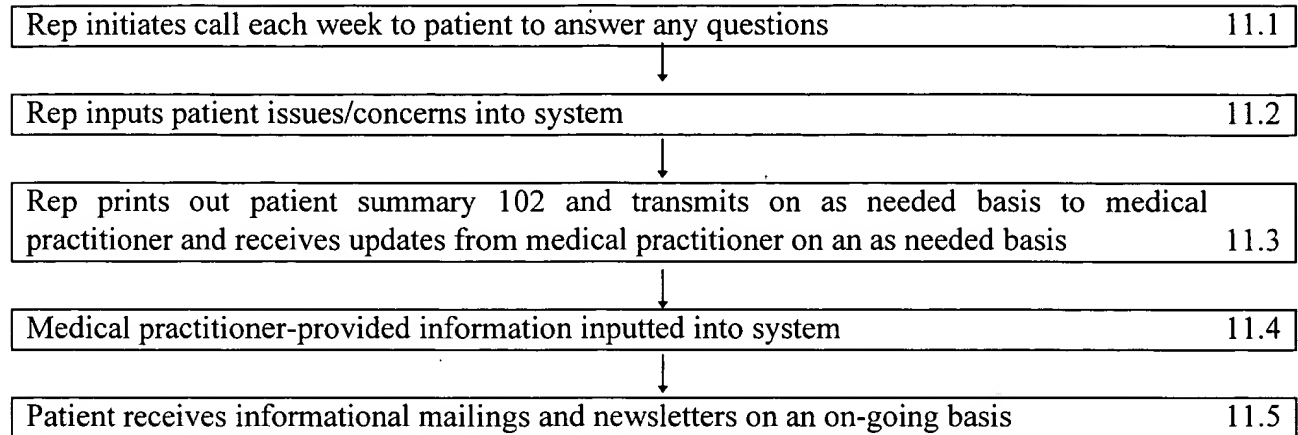
graph TD
    9.1[Rep initiates call to patient prospect to assess issues, resolve concerns 9.1] --> 9.2[Based on conversations, Rep re-categorizes patient prospect as "undecided," "no-show," "no," or "chose another medical practitioner" 9.2]
    9.2 --> 9.3[Rep initiates order for information to be sent to patient prospect depending on their category and information package is shipped to patient prospect 9.3]
    9.3 --> 9.4[Rep inputs data and date of next call to patient prospect into system 9.4]
    9.4 --> 9.5[Rep transmits patient summary 102 to medical practitioner 9.5]
  
```

[illegible]

Rep initiates call to patient prospect to assess issues, resolve concerns	10.1
Rep calls medical practitioner to explain patient's decision and to request the next steps to follow up and resolve issues	10.2
Rep initiates order for information package to be sent to consumer and information package shipped to patient prospect	10.3
Rep inputs data and date of next call to patient prospect into system	10.4

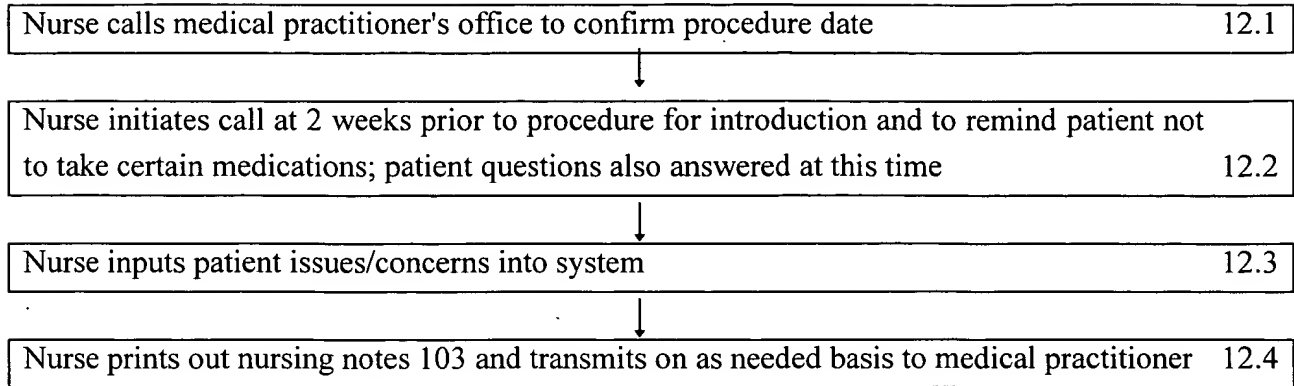
[illegible]

10 WEEKS THROUGH 3 WEEKS PRIOR TO PROCEDURE



[illegible]

2 WEEKS PRE-PROCEDURE



[illegible]

DAY BEFORE PROCEDURE

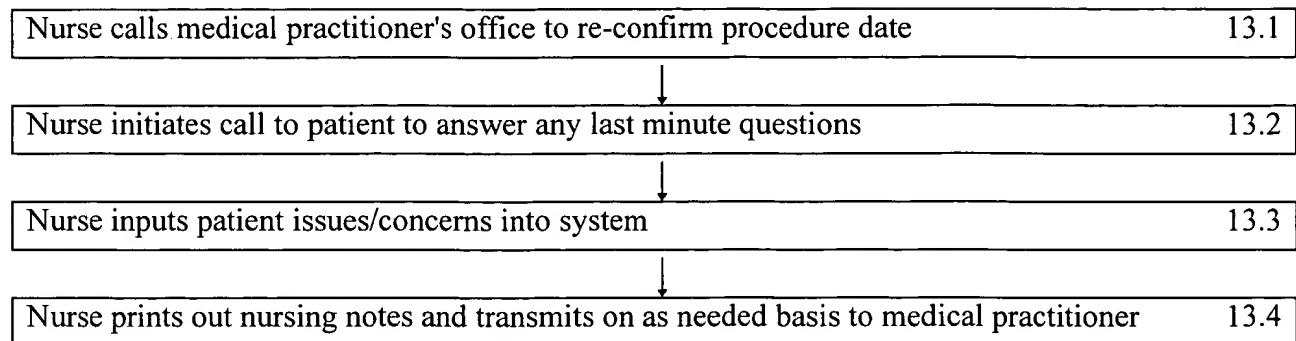


Fig. 14

DAY OF PROCEDURE

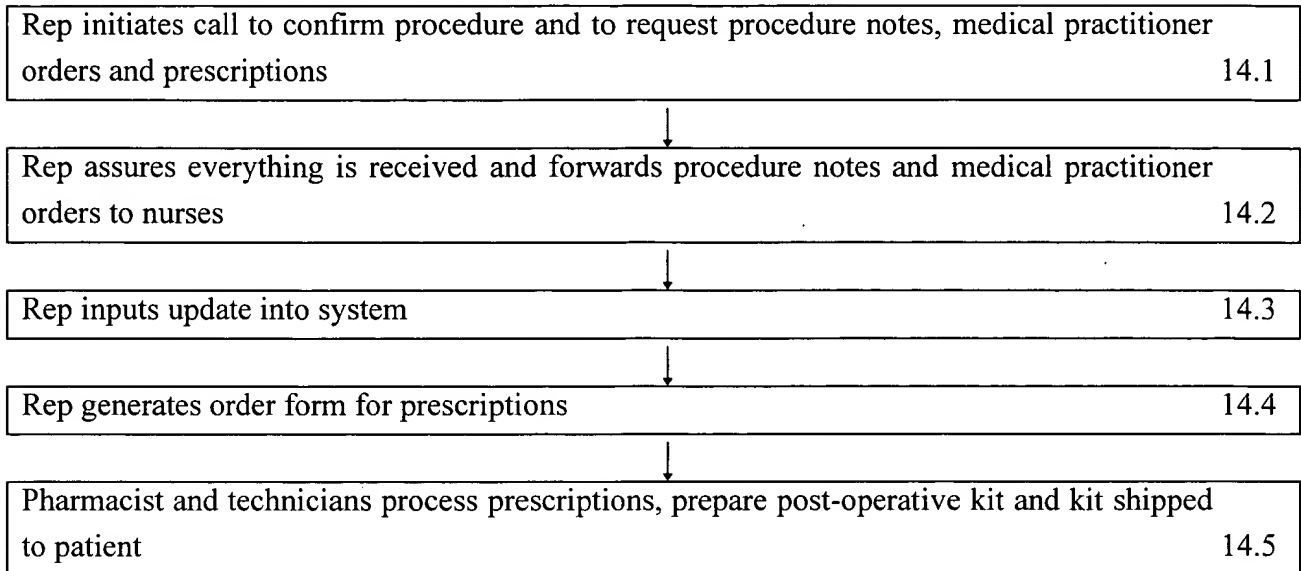


Fig. 15

DAY 1 – POST PROCEDURE

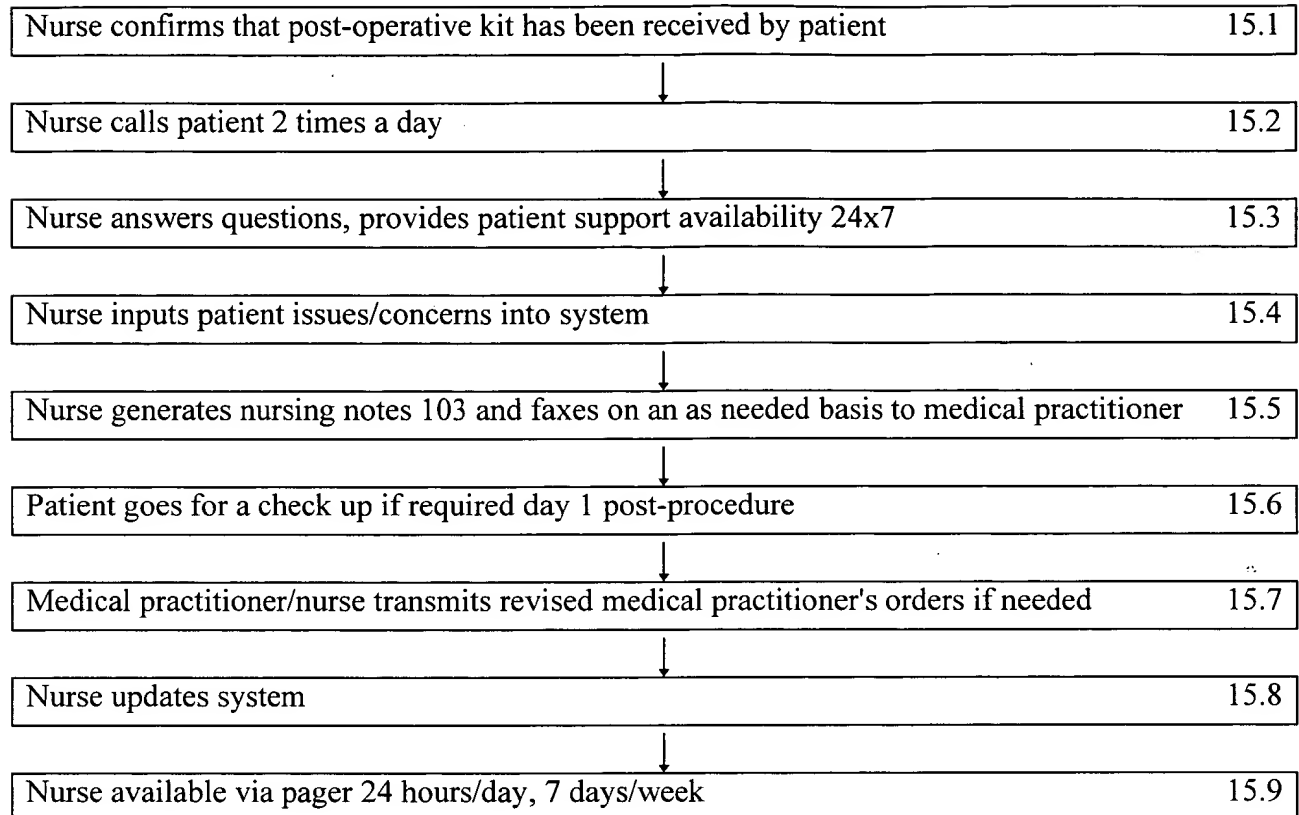


Fig. 16

PRIOR TO, AND DAY OF FIRST POST-PROCEDURE VISIT

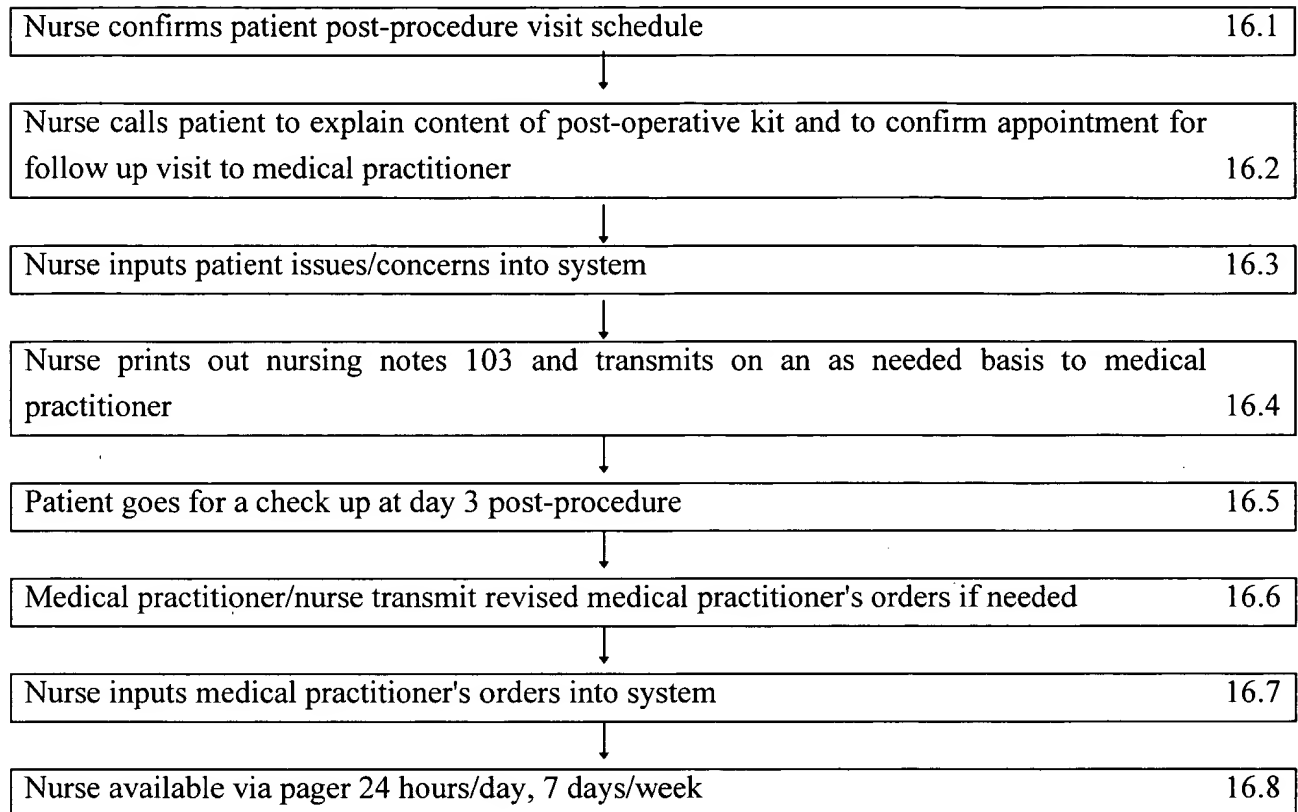


Fig. 17

DAYS 4-7 POST-PROCEDURE

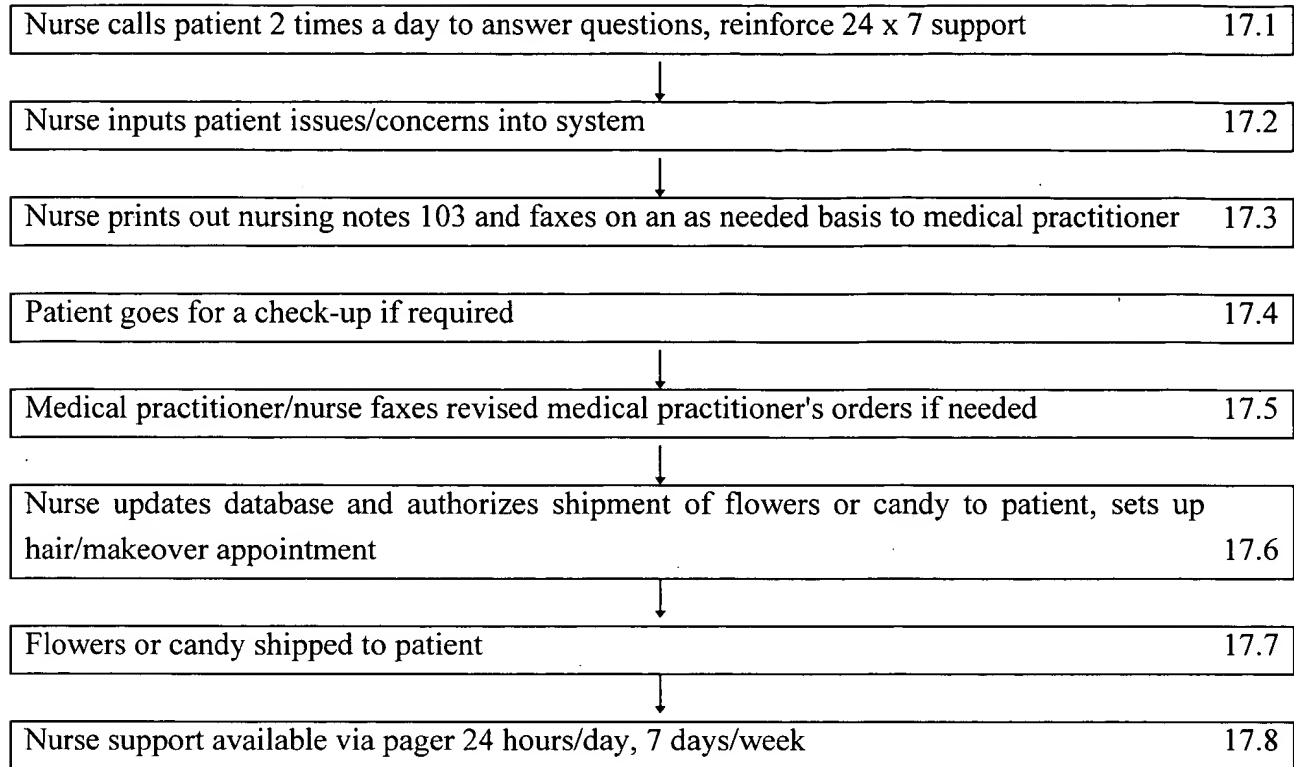
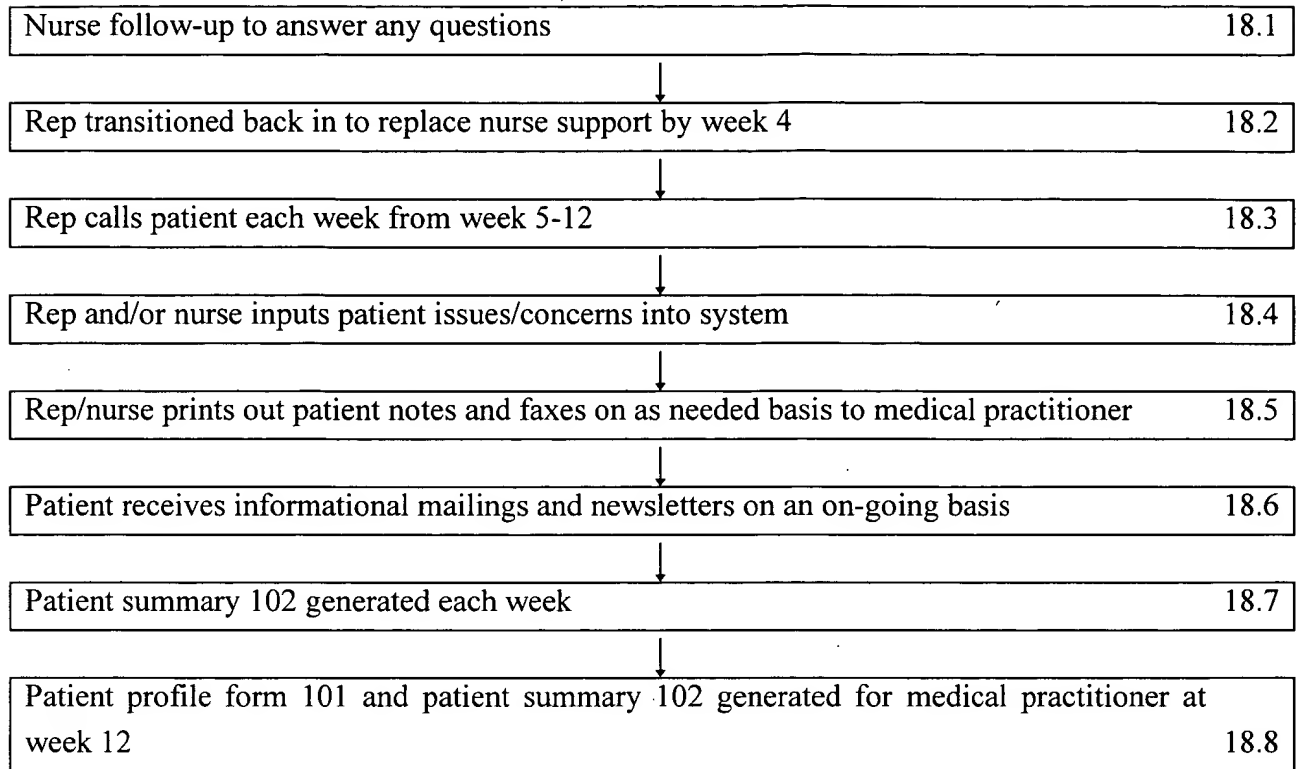


Fig. 18

WEEKS 1-12 POST PROCEDURE



INITIAL PATIENT INTERVIEW SEQUENCE

32.1 Segment # 1 (Why Advicare and Confidentiality Issues)

32.1.1 Introduction Module to System Representative ("PSR")

32.1.1.1 Hi, My name is _____, I am your PSR, and I am the designated agent for Medical practitioner _____'s office.

32.1.1.2 Medical practitioner _____ has asked that I call you. He/ She feels so strongly about patient relationships that he/she is involved the Advicare Service program. I will be the central point of contact should you wish to move forward in having Dr. _____ evaluate you and possibly be seen for treatment. Our company provides all aspects of education, coordination and administrative services relating to your potential consultation and follow-up appointments with Dr. _____. There is no cost to you, all costs are borne by the medical practitioner and all information will only be shared between you and the medical practitioner in written form and will be available for you to pick up at the office.

32.1.1.3 Patient Service Representative's introduction (PSR)

32.1.1.3.1 (PSR) Name

32.1.1.3.2 How would like me to refer to you (first or last name)

32.1.1.3.3 I am responsible for _____

32.1.1.3.4 I would like to explain the relationship between Advicare, you the Patient, and Medical practitioner _____

32.1.1.4 Overview of telephone time for this educational program

32.1.2 Confidentiality Issues Module

32.1.2.1 Why we ask these questions

32.1.2.2 How it will help the process

32.1.2.2.1 Optimize your visit

32.1.2.2.2 Medical practitioner needs to know about your specific concerns in advance so the medical practitioner can better prepare for your consultation

32.1.2.2.3 Reduce anxiety

32.1.2.2.4 Questions that you would like to ask will be detailed now when you are calmer rather than at the Medical practitioner's office where you may forget certain questions.

32.1.2.3 We will purge the clinical data from our system after 30 days and how by law we can not or will not share any information with anyone else.

32.1.2.4 We will forward a complete report to you by mail or you can pick it up at the medical practitioner's office upon your visit.

32.1.2.5 If there is other data that you wish to have us know or change before your visit, please feel free to call us.

32.1.2.6 Our phones are open to you 24 hours a day; there is no cost to you, this service is made available to you through Dr. _____ office

32.1.3 Introduction to Medical practitioner/ Advicare Partnership Module

32.1.3.1 Getting In to See Your Medical practitioner Now

32.1.3.1.1 Special Slots Times for Advicare's Patients

32.1.3.2 How the Patient Satisfaction Guarantee Program operates

32.1.3.2.1 Time

32.1.3.2.2 Cost

32.1.3.2.3 Products & Usage

32.1.3.2.4 Compliance

32.1.3.2.5 Yearly Visits

32.1.3.2.5.1 (Free of Charge)

32.1.3.3 We are a single point of distribution

32.1.3.4 We are not your medical solution, merely a conduit of information from the many people at Dr. _____'s Office ____ would be providing services, care and information to you.

32.1.3.5 We are staffed with nurses, PSR, pharmacists and other allied health care professionals; we will be your advocates in the process. We will provide solutions to you in advance of your request and will always be available to assist you insuring your procedure goes as smoothly as possible.

32.1.3.6 We will inform the medical practitioner as requested about the status of your pre and post operative care. We will interface will all the professionals at their offices to insure you receive information and care as quickly as possible.

32.1.3.7 Our Phone Numbers

32.1.3.8 Our Website

32.2 Segment # 2 (Patient Prospect Education Process)

32.2.1 Basic Patient Prospect Information Module

32.2.1.1 Acquisition of Name, Address, Phone Number Information

32.2.1.2 Soft Sales Efforts

32.2.2 Background On Medical practitioners Module

32.2.2.1 CV highlights

32.2.2.2 Years in Practice

32.2.2.3 Number of total Procedures Performed

32.2.2.4 Number of Particular Procedure Performed

32.2.2.5 Board Certification in which Specialty

32.2.2.6 Staff, Names and Function

32.2.2.7 Trained where with hospital affiliations at _____

32.2.2.8 Patient Testimonials about Medical practitioner

32.2.2.9 Medical practitioner's Age

32.2.3 Education Module

32.2.3.1 Education on Various Procedures

32.2.3.1.1 The following procedures would be available to you

32.2.3.1.2 Procedure A, B, etc.

32.2.3.1.2.1 Of course after your visit with the medical practitioners the Dr. _____ will make the final decision

32.2.3.1.3 Education on Requested Procedure

32.2.3.1.4 Price Range

32.2.3.1.5 Recuperation time

32.2.3.1.6 Preparation time

32.3 Segment #3 (Interest in Other Procedures)

32.3.1 Do you wear eyeglasses?

32.3.2 Do you exercise regularly, do you want more information?

32.3.3 Do you eat properly, do you want more information?

32.3.4 Are you interested in any other procedures?

32.4 Segment # 4 (Patient Advocacy Position)

32.4.1 Advicare Services Module

32.4.1.1 24 X 7 Support Availability

32.4.1.2 AdvoKits

32.4.1.3 Tapes, Video, Audio

32.4.1.4 RN's Backgrounds

32.4.1.5 Pharmacist's Backgrounds

32.4.1.6 AdvoNet review

32.4.1.7 AdvoCard review

32.5 Segment # 5 (Patient Prospect Interview)

32.5.1 Financing Module

32.5.1.1 Hard Sales Efforts

32.5.1.2 Referral

32.5.1.3 Warm Transfer

32.5.2 Medical Profile Module

32.5.2.1 Medical History sub-module

32.5.2.1.1 Family medical history

32.5.2.1.2 Allergies to medication

32.5.2.1.3 Have you had any experience with medical procedure in the past?

32.5.2.1.4 Prior hospitalizations

32.5.2.1.5 Any difficulty with healing

32.5.2.1.6 Any tendency to scar abnormality (keloid)

32.5.2.1.7 How would you rate your healing capability 1-10 10 being the fastest.

32.5.2.1.8 Diabetes

32.5.2.1.9 Hypertension

32.5.2.1.10 Review of Body Systems, Please answer "Yes" or "No," should any significant concerns appear your the medical practitioner will discuss them with you. (Q/A on Status of Each)

32.5.2.1.10.1 Cardiac (circulatory)

32.5.2.1.10.2 Pulmonary

32.5.2.1.10.3 Renal

32.5.2.1.10.4 Urologic

32.5.2.1.10.5 Gastrointestinal

[illegible][illegible][illegible]

Table 1

Year	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100																																																												
GDP	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300	305	310	315	320	325	330	335	340	345	350	355	360	365	370	375	380	385	390	395	400	405	410	415	420	425	430	435	440	445	450	455	460	465	470	475	480	485	490	495	500	505	510	515	520	525	530	535	540	545	550	555	560	565	570	575	580	585	590	595	600	605	610	615	620	625	630	635	640	645	650	655	660	665	670	675	680	685	690	695	700	705	710	715	720	725	730	735	740	745	750	755	760	765	770	775	780	785	790	795	800	805	810	815	820	825	830	835	840	845	850	855	860	865	870	875	880	885	890	895	900	905	910	915	920	925	930	935	940	945	950	955	960	965	970	975	980	985	990	995	1000

[illegible][illegible][illegible][illegible][illegible]

Table 1

Year	1980	1981	1982	1983	1984	1985	1986	1987	1988	1989	1990	1991	1992	1993	1994	1995	1996	1997	1998	1999	2000	2001	2002	2003	2004	2005	2006	2007	2008	2009	2010	2011	2012	2013	2014	2015	2016	2017	2018	2019	2020	2021	2022	2023	2024	2025	2026	2027	2028	2029	2030	2031	2032	2033	2034	2035	2036	2037	2038	2039	2040	2041	2042	2043	2044	2045	2046	2047	2048	2049	2050	2051	2052	2053	2054	2055	2056	2057	2058	2059	2060	2061	2062	2063	2064	2065	2066	2067	2068	2069	2070	2071	2072	2073	2074	2075	2076	2077	2078	2079	2080	2081	2082	2083	2084	2085	2086	2087	2088	2089	2090	2091	2092	2093	2094	2095	2096	2097	2098	2099	2100																																																												
GDP	100	105	110	115	120	125	130	135	140	145	150	155	160	165	170	175	180	185	190	195	200	205	210	215	220	225	230	235	240	245	250	255	260	265	270	275	280	285	290	295	300	305	310	315	320	325	330	335	340	345	350	355	360	365	370	375	380	385	390	395	400	405	410	415	420	425	430	435	440	445	450	455	460	465	470	475	480	485	490	495	500	505	510	515	520	525	530	535	540	545	550	555	560	565	570	575	580	585	590	595	600	605	610	615	620	625	630	635	640	645	650	655	660	665	670	675	680	685	690	695	700	705	710	715	720	725	730	735	740	745	750	755	760	765	770	775	780	785	790	795	800	805	810	815	820	825	830	835	840	845	850	855	860	865	870	875	880	885	890	895	900	905	910	915	920	925	930	935	940	945	950	955	960	965	970	975	980	985	990	995	1000

[illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible][illegible]

32.8.1.3 Other Numbers

32.8.1.4 Fax Numbers

32.8.1.5 E-mail

32.8.1.6 Location to send mail/package

32.8.1.7 Our hours of operation

32.8.2 Mailing Sub Module

32.8.2.1 Personalized letter of Welcome

32.8.2.2 Testimony on Advicare

32.8.2.3 Map to medical practitioner's office

32.8.2.4 Appointment time

32.8.2.5 Who they will see, staff persons and names

32.8.2.6 AdvoCard Application for signature

32.8.2.7 Marketing on why to use Advicare's Program

32.9 Segment #9 (Closing Module)

32.9.1 Insure patient prospects understand that there is no cost to the prospect, all cost are borne by the medical practitioner and all information will only be shared between the prospect and the medical practitioner in written form.

32.9.2 Inform they will receive a letter from us on the appointment date and a map along with other information.

32.9.3 Indicate that we will contact them to insure that they have received the package we have shipped.

32.9.4 Indicate that we will call them 24 hours in advance of appointment.

32.9.5 Call us with any questions any time, before you arrive at the medical practitioner or after you return.

32.9.6 By the way, you will love Dr. _____; he/she was a great choice on your part.

32.9.7 Thank them for their time.

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FIG. 20

FIG. 21

MARKETING PROCESS FLOW

